

Message Text

UNCLASSIFIED

PAGE 01 BONN 13905 01 OF 02 251544Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----053738 251547Z /40

R 251524Z AUG 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0916
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 13905

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - XEROX CORPORATION, PASADENA, CA.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

HAUSMANN & CASPERSON
SPONHOLZSTRASSE 28/29
D-1000 BERLIN 41, GERMANY
CONTACT: HERR CASPERSON, PURCHASING MANAGER
PHONE: (030) 851-75-00
COMMENT: FIRM IS A MAJOR WEST BERLIN DISTRIBUTOR
OF RADIOGRAPHIC EQUIPMENT IN BERLIN MARKET. FOR
PRODUCT LINES OFFERED THERE IS A POTENTIAL MARKET IN
BERLIN. INTERESTED FIRM WAS ESTABLISHED IN 1951,
EMPLOYS 17. WELL-ESTABLISHED COMPANY HAS ACHIEVED
SUBSTANTIAL EXPANSION OF ITS MARKET SHARE IN RECENT
YEARS. IT HAS FINE RECORD OF SUCCESS IN LAUNCHING
NEW PRODUCTS IN BERLIN. FIRM WOULD LIKE ADDITIONAL
INFORMATION IN GERMAN, IF AVAILABLE. ELECTRICAL
SPECIFICATIONS MUST BE 220 VOLTS AND 50 HERZ.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 13905 01 OF 02 251544Z

BANK REF: BERLINER COMMERZBANK AG, POTSDAMER STRASSE
125, D-1000 BERLIN 30, GERMANY, TEL: (030) 26-971.

MEDITRONIC GMBH
GESELLSCHAFT FUER ELEKTROMEDIZINISCHE GERAETE
LINDENWEG 4A
D-8201 EGGSTAETT/CHIEMSEE

CONTACT: HERR LIPPISCH, MANAGER

PHONE: 08056/466

COMMENT: FIRM ACTS AS DISTRIBUTOR FOR ELECTROMEDICAL APPARATUS AND EQUIPMENT. FIRM ESTABLISHED IN 1976. EMPLOYS 8 PERSONS. FIRM IS INTERESTED IN EXPANDING ITS SALES PROGRAM BY ADDING U.S. PRODUCTS, PARTICULARLY NEW TO GERMAN MARKET PRODUCTS. FIRM IS SMALL BUT CAN UNDERTAKE SERVICING.

INFORM ELEKTROMEDIZINISCHE GERAETE GMBH

LANDSBERGERSTRASSE 487

D-8000 MUENCHEN 60

CONTACT: HERR R. MUELLER, MANAGER

PHONE: 089/883078

TELEX: 5 24 845

COMMENT: FIRM ACTS AS DISTRIBUTOR FOR ELECTROMEDICAL APPARATUS AND EQUIPMENT. EMPLOYS 15 PERSONS PLUS 6 TRAVELING SALESMEN. SELLS THROUGHOUT EUROPE AND IS REPORTEDLY DOING WELL. FIRM ENJOYS A GOOD REPUTATION AND IS CONSIDERED TO BE SUITABLE BUSINESS PARTNER.

STIHLER MEDIZINTECHNIK

JULIUS-HOELDER-STR. 4

D-7000 STUTTGART 70

CONTACTS: MR. STIHLER SEN. AND MR. STIHLER, JUN.

PHONE: (711) 721057

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 13905 01 OF 02 251544Z

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BONN 13905 02 OF 02 251537Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----053606 251546Z /40

R 251524Z AUG 77

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 0917

USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 02 OF 02 BONN 13905

COMMENT: ALL COMPANIES CONTACTED RAISED THE QUESTION: SHOULDN'T THIS REPRESENTATION BE HANDLED THROUGH RANK XEROX GMBH MUNICH. EVERYBODY FELT THEY BE BEST QUALIFIED AND ALSO ABLE TO RENDER MAINTENANCE AND REPAIR SERVICE WHICH LOCAL COMPANIES ARE HESITANT TO CONSIDER. ABOVE COMPANY INTERESTED IN SALES REPRESENTATION OR ACTUALLY AGENCY AGREEMENT FOR AREA OF BADEN-WUERTTEMBERG BUT ALSO THIS COMPANY WOULD APPRECIATE IF SERVICE, MAINTENANCE AND REPAIR COULD BE RENDERED BY RANK XEROX. STIHLER COMPANY IS OF MEDIUM SIZE. EMPLOYS 60. ANNUAL SALES DM 13 MILLION. FAVORABLY KNOWN TO CONSULATE GENERAL STUTTGART FOR MANY YEARS.

AMCONSUL FRANKFURT COMMENT:
OUR LARGEST DISTRIBUTOR/IMPORTER AND SERVICING FIRM FOR MEDICAL ELECTRONIC EQUIPMENT, AGREES WITH XEROX THAT THE OFFERED X/RAY SYSTEM REPRESENTS A REVOLUTIONARY CONCEPT. THE FIRM FURTHER BELIEVES THAT THE SYSTEM WILL FIND AN OPEN MARKET HERE, BUT UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 13905 02 OF 02 251537Z

IT IS UNABLE TO SERVICE THIS SPECIAL EQUIPMENT AND THEREFORE NOT A SUITABLE CONTACT. THE FIRM FURTHER REPORTS THAT HOSPITALS AND DOCTORS PURCHASE X-RAY EQUIPMENT DIRECTLY FROM THE FEW W. GERMAN MANUFACTURERS, WHICH HAVE THEIR OWN LOCAL DISTRIBUTION/SERVICING BRANCHES, AS SIEMENS AG, MUENCHEN, ANOTHER PROSPECT WOULD BE THE US SUBSIDIARY PICKER ROENTGEN GMBH., ESPELKAMP.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
MEEHAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN13905
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770307-0700
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770825/aaaaaute.tel
Line Count: 162
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2e727053-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1491401
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - XEROX CORPORATION, PASADENA, CA. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INT
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/2e727053-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009